

# Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York  
PHONE 6900 GREELEY

## This Misses Dress TASTEFULLY FASHIONED OF NAVY BLUE SERGE IS A "BETTY WALES"

WHEN a dress is made in simple, tasteful fashion such as this, embroidered effectively but discreetly, fashioned with slender sleeves, finished with a well fitting tricolette collar, girdled becomingly with a narrow sash, and altogether a dress any Miss would delight to wear, it is safe to guess, "It's a Betty Wales!"

MADE OF NAVY BLUE SERGE

38.00

MISSSES DRESS SHOP  
Second Floor



Betty Wales  
Dresses  
MADE EXCLUSIVELY FOR  
Franklin Simon & Co.

HAT illustrated from our shop. Price upon application.  
Prompt Delivery Free. Anywhere in the United States

# Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York

## NEW! SMART and STURDY WASHABLE SUITS

For Active Little Boys—Ages 2 to 10 Years

BOYISH NEW STYLES, STAINCH FABRICS, FAST COLORS, STRONG WORKMANSHIP  
PLENTY OF FREEDOM FOR GROWTH AND PLAY AND UNUSUALLY LOW PRICES



274—This Balkan model suit has its blouse of fine white drill, and its collar, cuffs and trousers of green, blue or brown chambray; finished with large pearl buttons. Sizes 3 to 8 years. 5.00

276—Deck suit of navy or cadet blue chambray, with sailor collar, tie, lanyard and whistle, and regulation emblem. Also in fine white drill, with navy or cadet blue collar and cuffs, or all white. Sizes 3 to 10 years. 4.50

278 Middy suit with blouse of very fine blue or gray chambray, and collar, cuffs and trousers of navy blue cotton gabardine. Finished with silk handkerchief tie, regulation braid and emblem. Sizes 3 to 10 years. 6.75

280—Regulation middy suit of pure white, oyster white or tan linen with blue Palmer cloth collar and cuffs. Trimmed with emblems, black silk handkerchief tie, lanyard and whistle. Sizes 3 to 10 years. 9.75

282—A new model Dutch suit, with trousers and collar of blue Palmer cloth, and blouse of fine white poplin. Black soutache braid trims the collar and faces in front, and then there are little black buttons. Sizes 2 to 7 years. 6.75

284—A new model Dickens suit with short sleeves. The trousers, collar and cuffs are of blue, green, tan or pink mercerized poplin, and the blouse is of white mercerized poplin. Animal design embroidered on front. Sizes 2 to 7 years. 5.75

FRANKLIN SIMON BOYS SHOPS Fifth Floor

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Priced

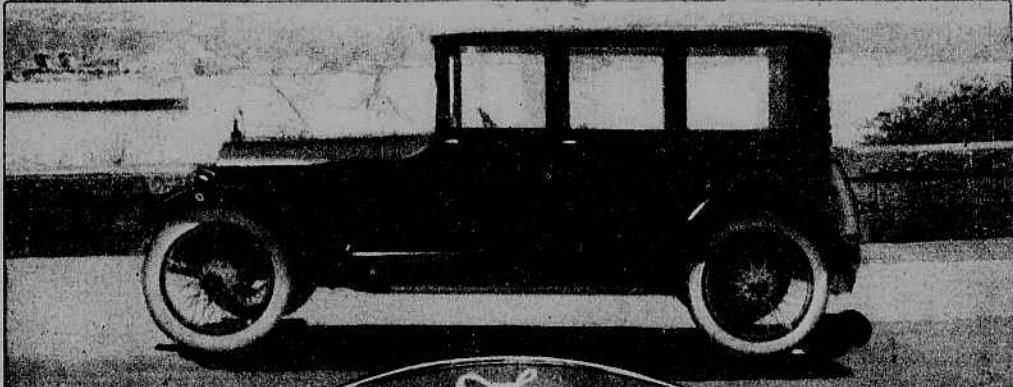
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and Cap to  
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With good fabrics scarcer than ever, there is but one road to satisfaction in Motor Apparel, and that is Quality. In one particular Outfit, of fine dark gray all-wool whipcord, we offer, considering conditions, the very limit of good value in chauffeur's apparel at a moderate price. Other outfits, in wide variety, at higher prices equally desirable.



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-immediate delivery on this and other models now available

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Set consists of burner, one package of incense and complete instructions for using.

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Ambre Royal  
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\$2.50 per box  
Made by VIOLET Paris France  
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7 PIECES LOUIS XVI. \$452.50  
ANTIQUE IVORY

Lower operating expenses and more advantageous wholesale connections enable us to sell lower than others.  
A comparison will convince you.

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